

Following the marketing concepts of different companies, advertising can influence the formation of demand for goods and manage it. This way companies successfully adapt to the requirements of the market, respond promptly to changes in the market environment and, as a result, helps to increase the efficiency of their work. The market, in turn, creates a direct link between production and consumption.

In conclusion, it is necessary to point out that advertising can be considered the biggest part of a promotion policy of companies. But planning budget and turning to the Internet as the most promising and economical communication channel, several factors must be taken into account: firstly, the world trends of globalization and the shift of the audience to the Internet, during the potential audience uses traditional media, especially the older age; secondly, the need to watch for trends while staying within the law.

### References:

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## ENVIRONMENTAL TOURISM OR ECOTOURISM

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When we think of the joys that come with the adventures of traveling, we often envision exciting trips to beautiful places fit for a perfect photograph, unique food you won't find at home, and encounters with people who are much different from those we are accustomed to. Tourism allows us to do more than just learn facts about various locations. It allows us to immerse ourselves into the cultures and lifestyles of others and leaves lasting impressions that aren't likely to be forgotten.

The tourism industry is the world's largest and most complicated industry and this complexity is because of having a strong bond with social, cultural, political and environmental issues. In the meantime, because of the connection between tourism and the environment together, the effects of tourism in this area are more remarkable.

Ecotourism is a form of sustainable travel that supports the local environment instead of putting more pressure on it and exploiting its resources. It is a complex concept growing in importance more and more each year and if you care about protecting nature and having a positive impact, you should make sure that your travels are done sustainably. It is different from traditional tourism because it allows the traveler to become educated about the areas — both in terms of the physical landscape and cultural characteristics, and often provides funds for conservation and benefits the economic development of places that are frequently impoverished. [1]

Opportunities for ecotourism exist in many different locations worldwide and its activities can vary as widely.

Madagascar, for instance, is famous for its ecotourism activity as it is a biodiversity hotspot, but also has a high priority for environmental conservation and is committed to reducing poverty. Conservation International says that 80% of the country's animals and 90% of its plants are endemic only to the island. Madagascar's lemurs are just one of many species that people visit the island to see.

Another place where ecotourism is popular is in Indonesia at Komodo National Park. The park is made up of 603 sq km of land that is spread out over several islands and 214 sq km of water. The area was established as a national park in 1980 and is popular for ecotourism because of its unique and endangered biodiversity. Activities at Komodo National Park vary from whale watching to hiking and accommodations strive to have a low impact on the natural environment.

These destinations are just a few where ecotourism is popular but opportunities exist in hundreds of more places worldwide. [1]

Due to the growing popularity of environmentally-related and adventure travel, various types of trips are now being classified as ecotourism. Most of these are not truly ecotourism, however, because they do not emphasize conservation, education, low impact travel, and social and cultural participation in the locations being visited.

Therefore, to be considered ecotourism, a trip must meet the following principles set forth by the International Ecotourism Society:

- ❖ minimize the impact of visiting the location (i.e.— the use of roads);
- ❖ build respect and awareness for the environment and cultural practices;
- ❖ ensure that the tourism provides positive experiences for both the visitors and the hosts;
- ❖ provide direct financial aid for conservation;
- ❖ provide financial aid, empowerment and other benefits for local peoples;
- ❖ raise the traveler's awareness of the host country's political, environmental and social climate [2].

Ecotourism is one of the fastest growing sectors of tourism, reporting growths of 10–15% annually worldwide. Unfortunately, this has had many negative consequences. The first of these is that there is no one definition of the term so it is difficult to know which trips are truly considered ecotourism. In addition, the terms

"nature", "low impact", "bio", and "green" tourism are often interchanged with "ecotourism," and these do not usually meet the principles defined by organizations like the Nature Conservancy or the International Ecotourism Society. Ecotourism is also said by critics to have a negative impact on local communities because the arrival of foreign visitors and wealth can shift political and economic conditions and sometimes make the area dependent on tourism as opposed to the domestic economic practices [2].

Ecotourism (also called green/sustainable tourism) can be defined by a variety of travel practices, but it all comes down to a general set of ideas. As an eco-tourist, you decide to travel in a way that shows respect to nature and does not contribute to its degradation. However, ecotourism has its drawbacks but they don't interfere this kind of tourism to be very popular and demanded all over the world.

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## **LIFE-SUPPORT SYSTEMS OF CITIES AS ONE OF THE FOUNDATIONS FOR THE SUCCESS OF THE AGGLOMERATION**

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In the context of rapid development, large cities are centers of human concentration, investment and production resources. Thus, the development of agglomerations becomes common. This scientific issue has been previously studied by such scholars as O. I. Korkuna, M. V. Melnikova, H. S. Gradoboeva, V. M. Osipov, M. S. Kukosh. But the connection between successful development of agglomerations and life-support systems of the cities has not been investigated sufficiently.

Agglomeration is a group form of territorial concentration of populated localities, mainly urban and rural, combined with intense economic, labor, cultural and community connections [1]. Agglomerations allow to expand the productive potential of the city and surrounding areas by combining them into a single system. In this system, transport and any other connections become more established, which helps to improve and accelerate the processes of exchange concerning products, resources, information etc. Today, the creation of agglomerations is becoming one of the most effective tools in development of the country, encourages better living standards, creates strong and stable basis for business development, and increases international market competitiveness of the country.